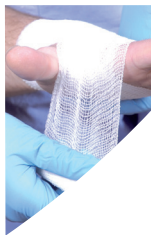
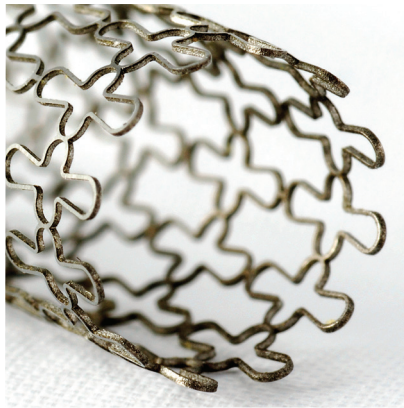
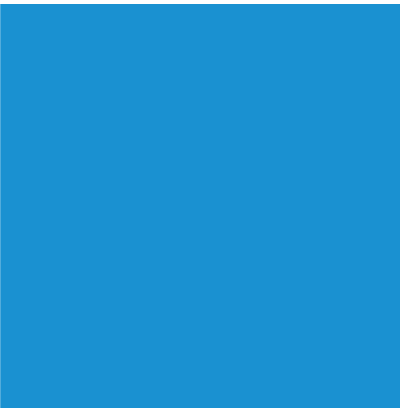




## About Eucomed



# The medical technology industry in Europe – a vibrant sector

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The medical technology industry delivers a wide range of benefits to people, healthcare systems and the economy. It provides solutions which are increasing life expectancy in many disease areas, helping to promote changes in healthcare delivery and bringing considerable economic benefits to Europe.

By improving the quality of life of individuals requiring medical care, medical technology allows people to remain integrated, valued and productive members of society. At the same time, it drives changes that will make modern healthcare systems achievable and sustainable into the future.

The medtech sector makes a significant economic contribution to Europe, with a market size of ~€100 billion (30% of

world market) and employing around 575,000 people in high quality jobs.

It is also a substantial force for innovation in Europe, reinvesting around €4 billion per year back into research and development. Small and Medium-sized Enterprises (SMEs) account for around 95% of all companies in this sector and are recognised as the engines of medical technology innovation research.



# Representing the medical technology industry in Europe

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Eucomed's mission is to make modern, innovative and reliable medical technology available to more people. The association provides effective representation for the industry at the European policy level for manufacturers and suppliers of medical technology,

backed by a strong network of national associations. By engaging constructively with policymakers, Eucomed promotes a balanced policy environment that enables the medical technology industry to meet the growing healthcare needs and expectations of its stakeholders.



## A continuous dialogue with stakeholders

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Eucomed maintains a regular, ongoing dialogue with key policymakers in Europe, including relevant European Commissioners and their services, Members of the European Parliament and the Permanent Representations of the EU Member States. In addition, Eucomed also engages in structured dialogue with other key health stakeholders, for example patients' organisations and groups, scientific societies and payers. It has a team of

around 25 specialists who are in almost continuous contact with these stakeholders. This ensures a rapid, coordinated policy response on behalf of its members to make sure that the value and benefits of medical technology to Europe's citizens and society is recognised and understood. Eucomed also ensures that relations with stakeholders are conducted ethically and professionally at all times.

# Demonstrating the value of medical technology

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Eucomed plays a key role in disseminating the wider benefits of medical technology to relevant stakeholders. The secretariat conducts a broad range of activities to demonstrate how and where the industry delivers value. These include broad multi-stakeholder platforms where trends and issues can be examined and discussed. One of these, the European MedTech Forum, is an annual event organised by Eucomed and EDMA, the European Diagnostic Manufacturers Association.

It is Europe's largest health and industry policy conference, attracting a wide range of stakeholders to engage on the developments in the healthcare industry. The core competence of the Eucomed staff is contributing constructively with industry expertise to the various EU policy initiatives and legislations. This in turn helps to shape a predictable, sustainable and appropriate regulatory environment for medical technology and innovation.

# Providing data and evidence for social and economic benefits

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It is also important that the social and economic impact of medical technology is properly quantified through effective research. Eucomed supports the European Health Technology Institute for Socio-Economic Research (EHTI), an independent research institute dedicated to developing data and evidence that demonstrates the social and economic impact of medical

technology and how it contributes to the economies of European Member States and their citizens. The data that EHTI develops is based on the latest statistics on the sector, and provides the most up-to-date information on the industry's economic impact. The data helps Eucomed in substantiating its interactions with policymakers, enabling them to make better-informed decisions.

# Delivering added value for our members

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Eucomed members benefit from a range of services provided by the secretariat. These include tools and trainings to assist in their day-to-day business activities. Eucomed comprises over 65 expert groups which assist in dealing with active topics ranging from Regulatory, Economic and Public Affairs through to International and Legal Affairs, Ethics and Healthcare Compliance. Each expert group and its members develop specific programmes and projects which contribute to supporting and shaping Eucomed's policy activities and objectives. A number of specific sectoral groups, including Ophthalmology, Cardiovascular,

Orthopaedics, Advanced Wound Care and Community Care are also represented within Eucomed. The association regularly organises meetings and events that enable members to determine and shape industry positions on key issues, and offers trainings and workshops on subjects such as compliance certification, health economics, reimbursement, procurement and HTA to support members in their daily business. Eucomed collects and provides members with privileged and reliable data on a wide variety of topics thereby enabling them to make informed marketing decisions.

## A founding member of MedTech Europe

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In October 2012 EDMA and Eucomed launched the MedTech Europe alliance to represent the common policy interests of both associations more effectively and efficiently. MedTech Europe, which sits underneath both founding members,

remains a separate entity, as are EDMA and Eucomed.

The Alliance is not only beneficial for its members, but also provides healthcare stakeholders with one unified industry discussion partner, making dialogue with other healthcare actors more efficient and effective.

# The Medical Technology Industry at a glance:

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1. Medtech industry in Europe has a market size of roughly €100 billion; around 30% of the global market. The European industry is growing on average at 4% per annum;
2. Europe has a positive medical device trade balance of €15.5 billion (2012), more than a twofold increase since 2006;
3. There are almost 25,000 medical technology companies in Europe; of these some 95% are SMEs employing less than 250 people; the total number of people employed exceeds 575,000;
4. There are around 500,000 medical technologies currently available to healthcare professionals, ranging from syringes and bandages to orthopaedic implants and pacemakers;
5. Improvements in medical technology happen at a remarkable speed; on average a product will be superseded by an improved version within 18-24 months of introduction;
6. In 2012 more than 10,000 patent applications were filed with the European Patent Office (EPO) in the field of medical technology – equivalent to 7 % of the total number of applications – more than any other technical field. Since 2001, the number of EPO filings in the field has doubled;
7. On average, EU Member States spend 10.4% of their GDP on healthcare; medical technology accounts for only 7.5% of total healthcare expenditure – less than 1% of GDP.